

The background image shows an outdoor community space with a colorful, modern clubhouse building. The building has large windows and is supported by vibrant columns in shades of blue, green, and red. People are seen walking and sitting on benches in the area. A woman in a black shirt and patterned leggings is in the foreground on the left, and another woman in a blue shirt is on the right. A trash can is visible near the woman on the left. The scene is set in a park-like environment with trees and a paved walkway.

# Willard Park Clubhouse Replacement Project

Community Workshop

July 1, 2021

A photograph of a colorful building with a rainbow awning. A person is standing near a trash can in the foreground. In the background, a group of people is sitting on the ground. The image is overlaid with text.

Based on feedback from the community as part of the Measure T1 Public Process, the City of Berkeley allocated funds from Measure T1 to undertake a planning and conceptual design process to replace the existing Willard Park Clubhouse.

Measure T1 - Phase 2 has been approved to provide funding for design completion, construction documents, and construction.



Willard Park



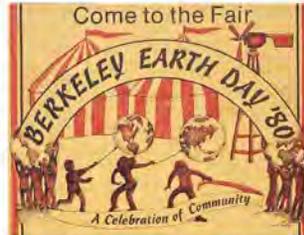
Sanborn map from 1929 indicate houses prior to the construction of Willard Park.



Original clubhouse with unpainted wood, roof terrace, and climbable rocks.



Participants celebrate the queer community at the 1973 East Bay Gay Day Festival.



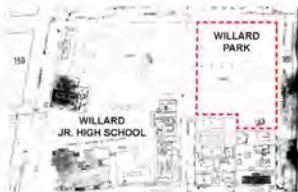
Berkeley Earth Day in 1980 with activities such as urban farming, dancing, theater, and music.



Berkeley Earth Day in 1980 with activities such as urban farming, dancing, theater, and music.



Spring Egg Hunt Extravaganza announcement for its tenth anniversary March 31, 2018.



Sanborn map from 1961 shows the development of Willard Park, the clubhouse, and Willard Jr. High School.



A children's sandpit and picnic area sat in the west side of the clubhouse.



Participants dance and chant at the Hare Krishna Festival hosted at the park in 1974.



San Francisco Mime Troupe performed for thousands in July 17, 1982.



Willard Park after school and day camp activities such as arts and crafts and games.



Movies in the Park event at Willard showcasing Spider-Man film in August 9, 2019.

## 1957

**1957 - 1964**  
Berkeley Parks and Recreation purchase parcels to create Willard Park.

## 1969

**1968**  
Funds were allocated from Housing and Urban Development (HUD) to purchase the remaining property of the current park site.

**1969**  
The land was cleared of buildings, and an interim park was developed in the fall.

**April 1969**  
Plans for a user-developed park with joint use between the City and Willard School were approved.

**July 17, Bastille Day, 1969**  
Protestors led a march from Ho Chi Minh (Willard) Park to People's Park.

## 1971

**January 4, 1971**  
Clubhouse designed.

**June 20, 1971**  
Park officially dedicated.

**1973**  
East Bay Gay Day Festival hosted in Willard Park to represent the East Bay queer community. The host organization opened the Pacific Center in 1974 to support the LGBT community.

**1976**  
Funds from Measure Y, the bond measure passed in 1974 to increase recreational opportunities for Berkeley's citizens, were allocated for renovation of the tot area.

## 1982

**May 4, 1980**  
Willard Park hosts Berkeley Earth Day with activities such as urban farming, theater, music, dancing, and solar cooking.

**May 8, 1982**  
Ceremonies held to name the park after Frances Willard who was a suffragette, educator, and temperance leader.

**June 17-18, 1982**  
Willard Park hosts performances by political satirists group, the San Francisco Mime Troupe.

## 1997

**December 1997**  
Friends of Willard Park, an active community adopt-a-park group, spearheaded several improvements in the park, including the renovation and redesign of the tot play area.

**March 31, 2008**  
The first Spring Egg Hunt Extravaganza begins.

**August 27, 2008**  
Willard After School program for homework assistance, organized games, and arts and crafts begins.

## 2016

**November 8, 2016**  
Measure T1 passes for the repair, renovation, replacement, or reconstruction of the city's aging infrastructure and facilities including parks and buildings.

**October 2, 2019**  
Community meeting for clubhouse concept design.



The primary use of the existing Clubhouse  
Is for afterschool and summer childcare programs.



Existing Clubhouse - Exterior



Existing Clubhouse - Interior

We held 4 focus group meetings and 2 community workshops in late 2019, and followed that up with an online survey in June 2020 to solicit additional input from the community and neighbors.

Thank you to everyone who participated in this survey. We received 59 responses.



## Community Meeting, Focus Group, and Survey Input

Things people liked:

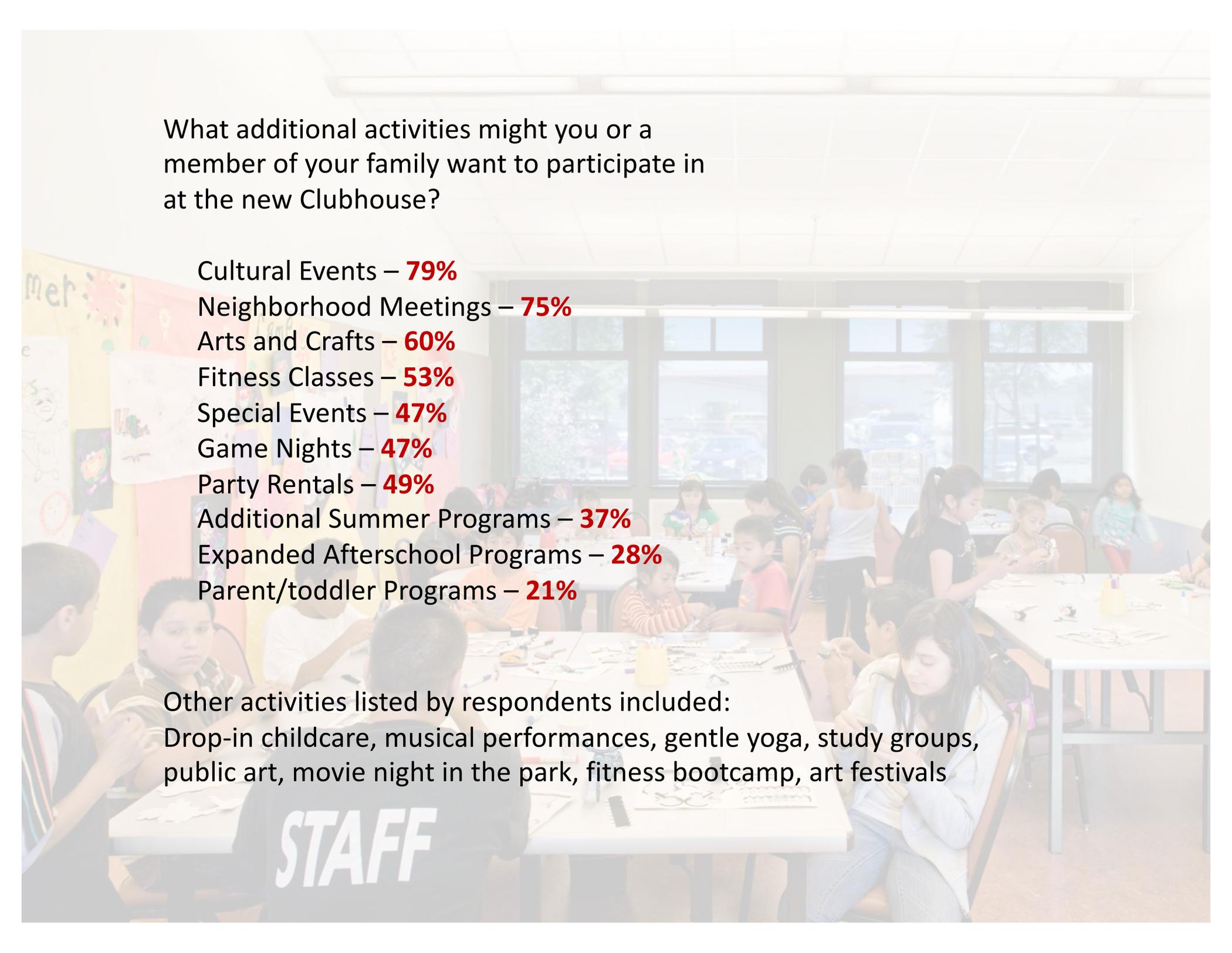
- Large, unprogrammed open lawn area
- Lots of activities can share the same space
- There's a real sense of community in the park
- Wonderful and engaging afterschool program
- Great outdoors oriented summer camps
- Beautiful old trees
- Young kids' play area



## Community Meeting, Focus Group, and Survey Input

### Concerns:

- Safety and Sanitation
- Clubhouse is too small
- No separate kitchen
- Existing kitchenette is too small
- No separate office for private conversations
- Public restrooms connected to clubhouse
- Waiting lists for after school and summer programs
- Lack of activities for older kids
- No opportunities for classes or programs for adults
- No space for community meetings or indoor events
- Preserve as many of the existing trees as possible

The background image shows a bright, open-plan community center. In the foreground, a staff member wearing a black t-shirt with the word "STAFF" in white letters is seen from behind, sitting at a long white table. Several children are seated around the table, engaged in an activity. In the background, other children and adults are working at similar tables. Large windows on the right side of the room provide natural light. On the left wall, there are colorful posters and drawings, including one with the word "mer" visible. The overall atmosphere is active and community-oriented.

What additional activities might you or a member of your family want to participate in at the new Clubhouse?

Cultural Events – **79%**

Neighborhood Meetings – **75%**

Arts and Crafts – **60%**

Fitness Classes – **53%**

Special Events – **47%**

Game Nights – **47%**

Party Rentals – **49%**

Additional Summer Programs – **37%**

Expanded Afterschool Programs – **28%**

Parent/toddler Programs – **21%**

Other activities listed by respondents included:

Drop-in childcare, musical performances, gentle yoga, study groups, public art, movie night in the park, fitness bootcamp, art festivals

The new, larger clubhouse will provide flexible spaces for a wider range of activities including more programs for children of all ages.



More activities for adults and families could include:

- Arts and Crafts
- Fitness Classes
- Educational and Cultural Programs
- Neighborhood Group Meetings



Larger activity rooms can provide space for:

- Social Gatherings
- Party Rentals
- Neighborhood Events



# WILLARD PARK CLUBHOUSE EXISTING SITE PLAN

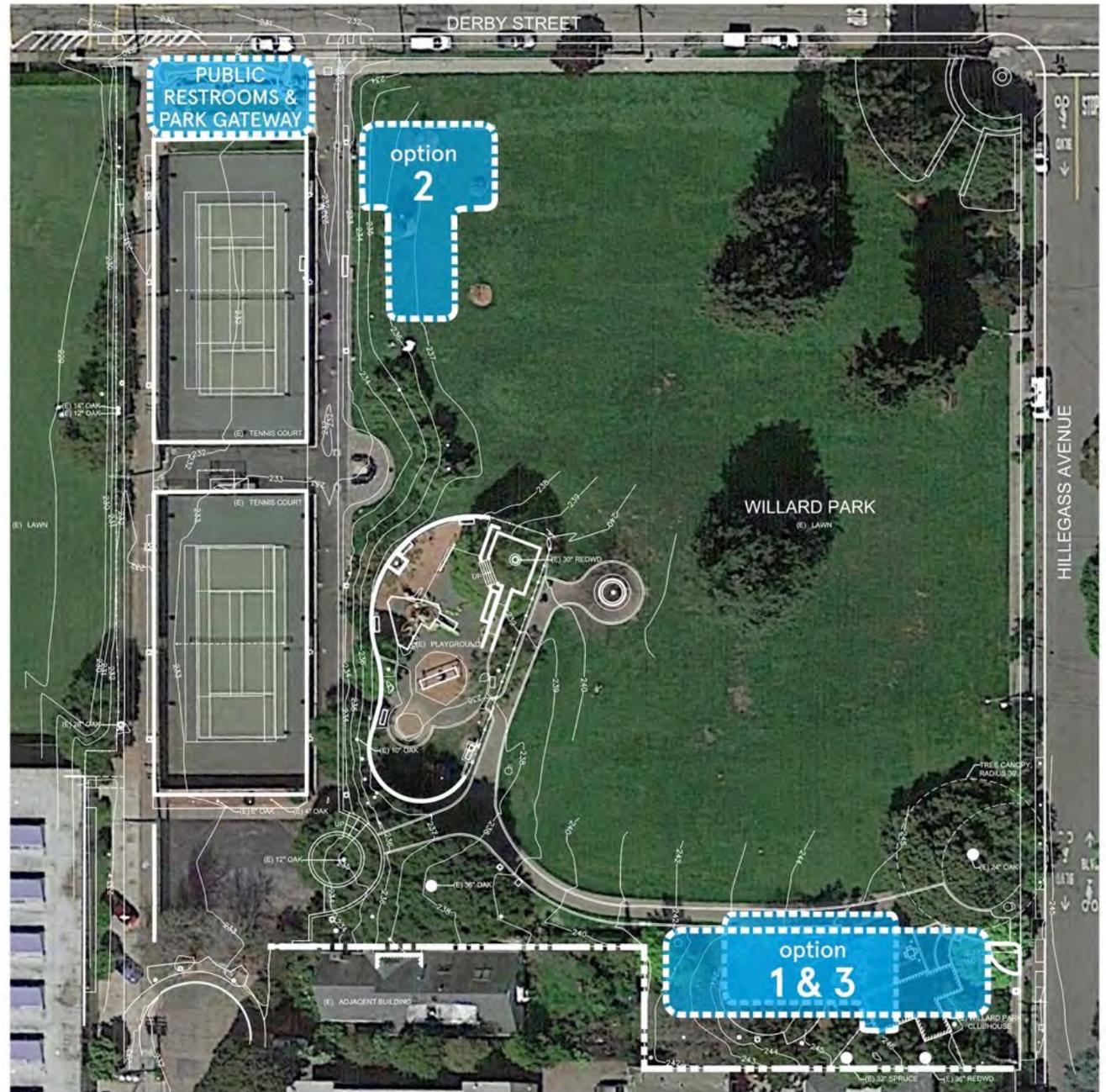
## NOTES

- 1** CERAMIC TILE SEAT WALL
- 2** TENNIS COURTS
- 3** CHILDREN'S PLAYGROUND
- 4** WILLARD PARK LAWN
- 5** EXISTING CLUBHOUSE
- 6** EXISTING PUBLIC TOILET



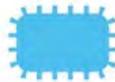
Based on input from the community, and City of Berkeley Parks and Recreation staff, The design team generated three different options for the new clubhouse, located at two different sites within the park.

These 3 options were presented to members of the community in the workshop and the survey.



### OPTIONAL CLUBHOUSE LOCATIONS



 CLUBHOUSE AREA  
Approximately 3,500–5,000 sf

Preferred Option:  
Option 1

One Story Clubhouse located at the site of the existing building

New public restrooms located off Derby Street near the tennis courts – separated by low planter

**Pros:**

Maintains open lawn area

Creates protected open play area behind the new building

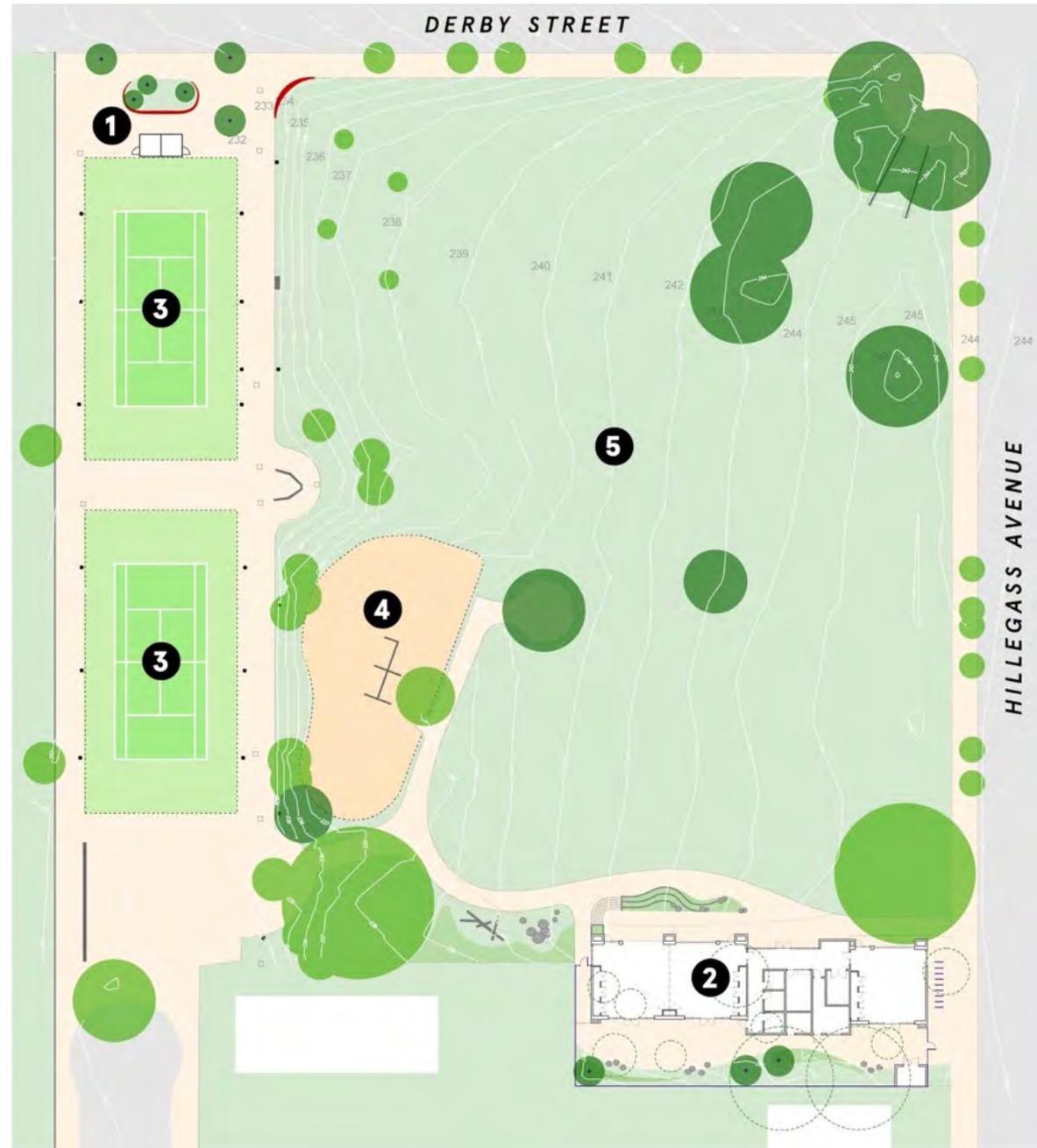
Separates park restrooms from children at clubhouse

Leaves room for future 5-12 year old childrens' playground

**Concerns:**

Losing two large douglas fir and redwood trees at the southern property line

Proximity of restrooms to Derby Street neighbors



Preferred Option:  
Option 1

Program:

Large Divisible Multi-Purpose  
Room – 1,800 sf

Small Classroom – 900 sf

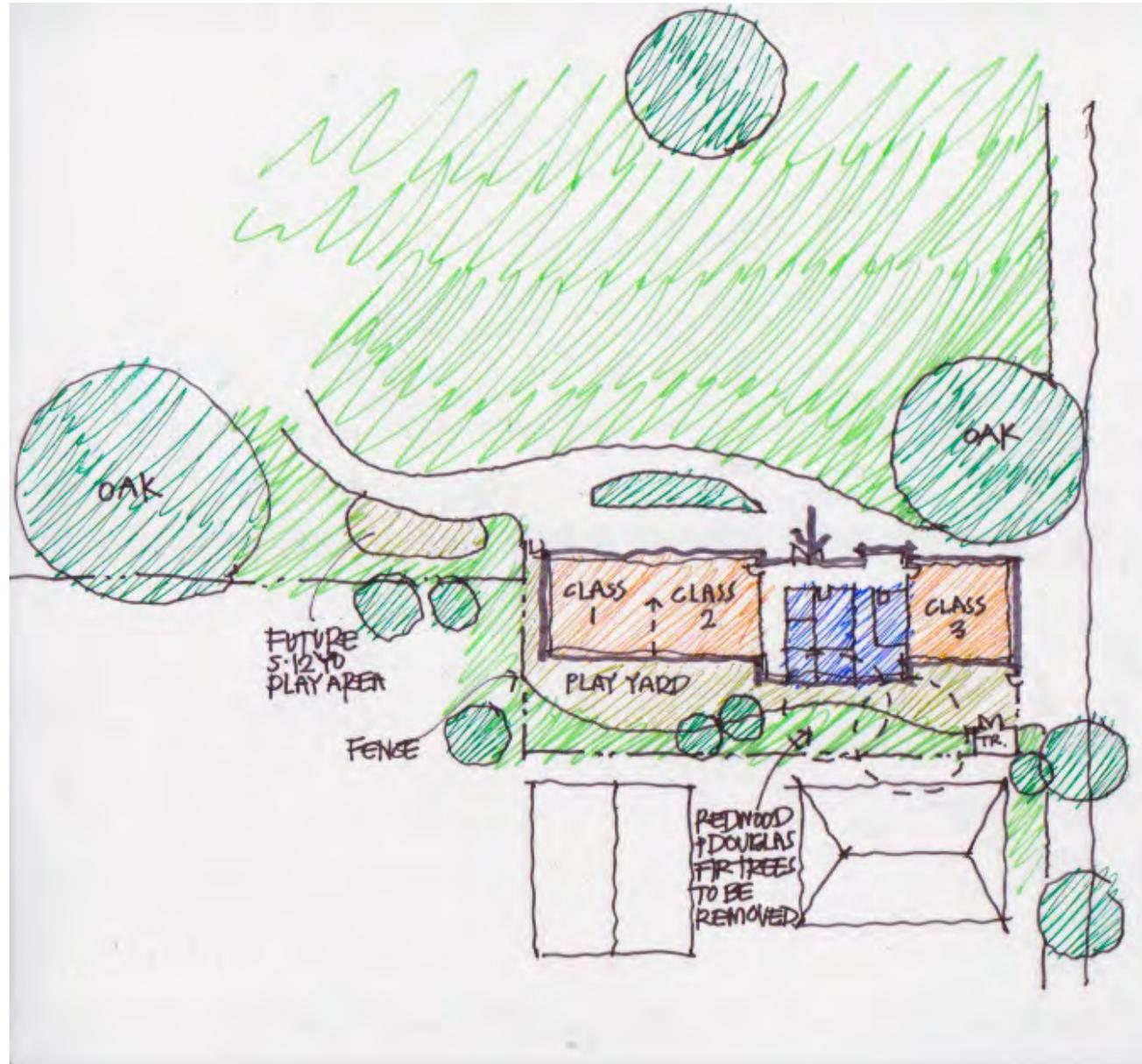
Kitchen

Office

Restrooms

Storage

Fenced Outdoor Play Yard



## Alternate Layout:

### Option 2

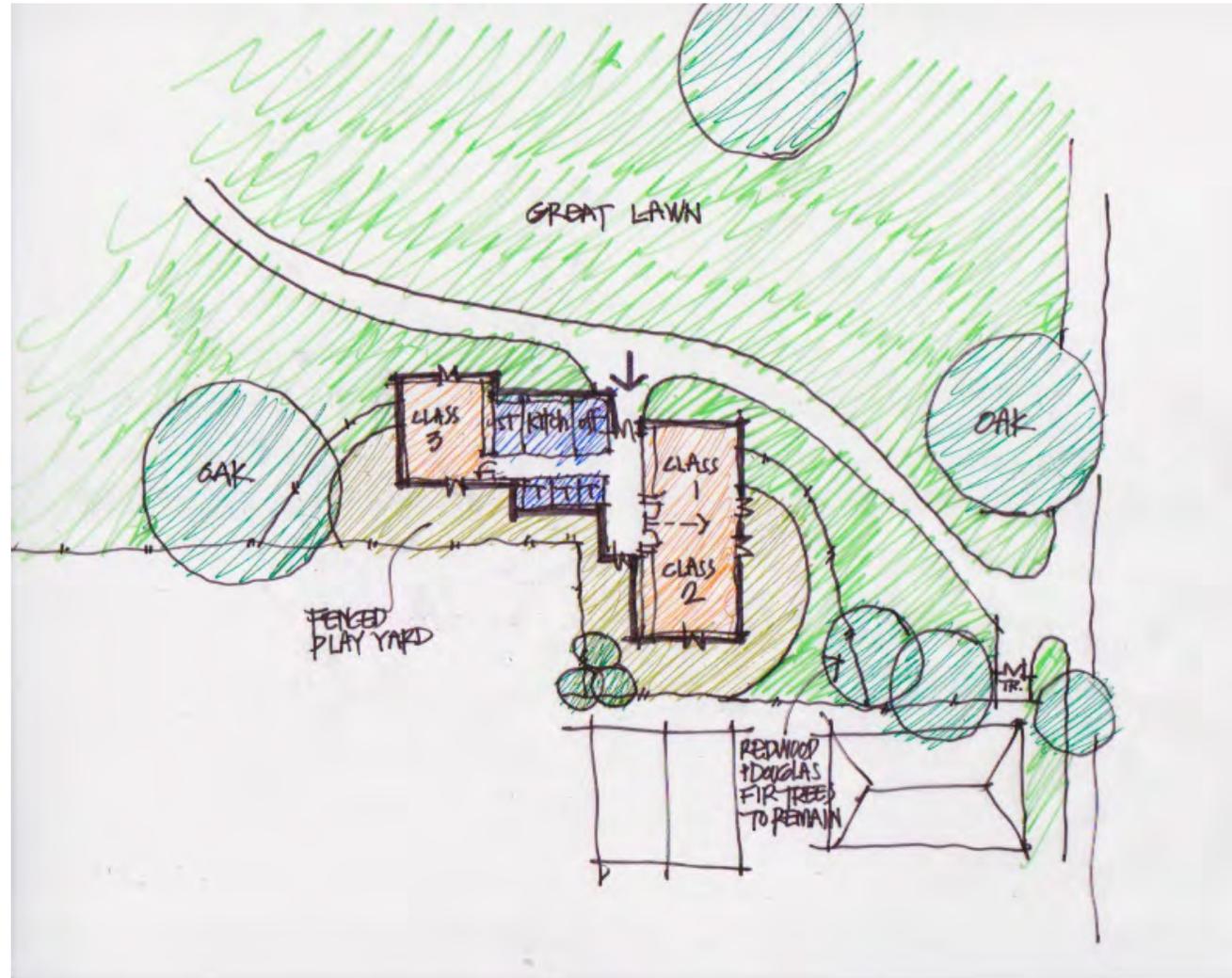
New L-shaped building, shifted to the west.

New public restrooms located off Derby Street near the tennis courts – separated by low planter

#### Changes:

Enables the existing douglas fir and redwood trees along the south property line to remain in place.

Provides more open space between the building and Hillegass Ave.



# Restroom Options R1 and R2



Option R1

Restrooms off Tennis Courts  
behind low planter area



Option R2

Restrooms near Clubhouse  
but in separate structure

# Sustainable Design Goals

This project is striving for LEED Silver Certification or better

Sustainable approaches include:

- Maximizing Energy Efficiency
- Water Conservation
- All-Electric Building Systems
- Renewable Energy
- Natural Ventilation and Air Filtration
- Healthy Indoor Environments
- Use of Recycled and Renewable Materials



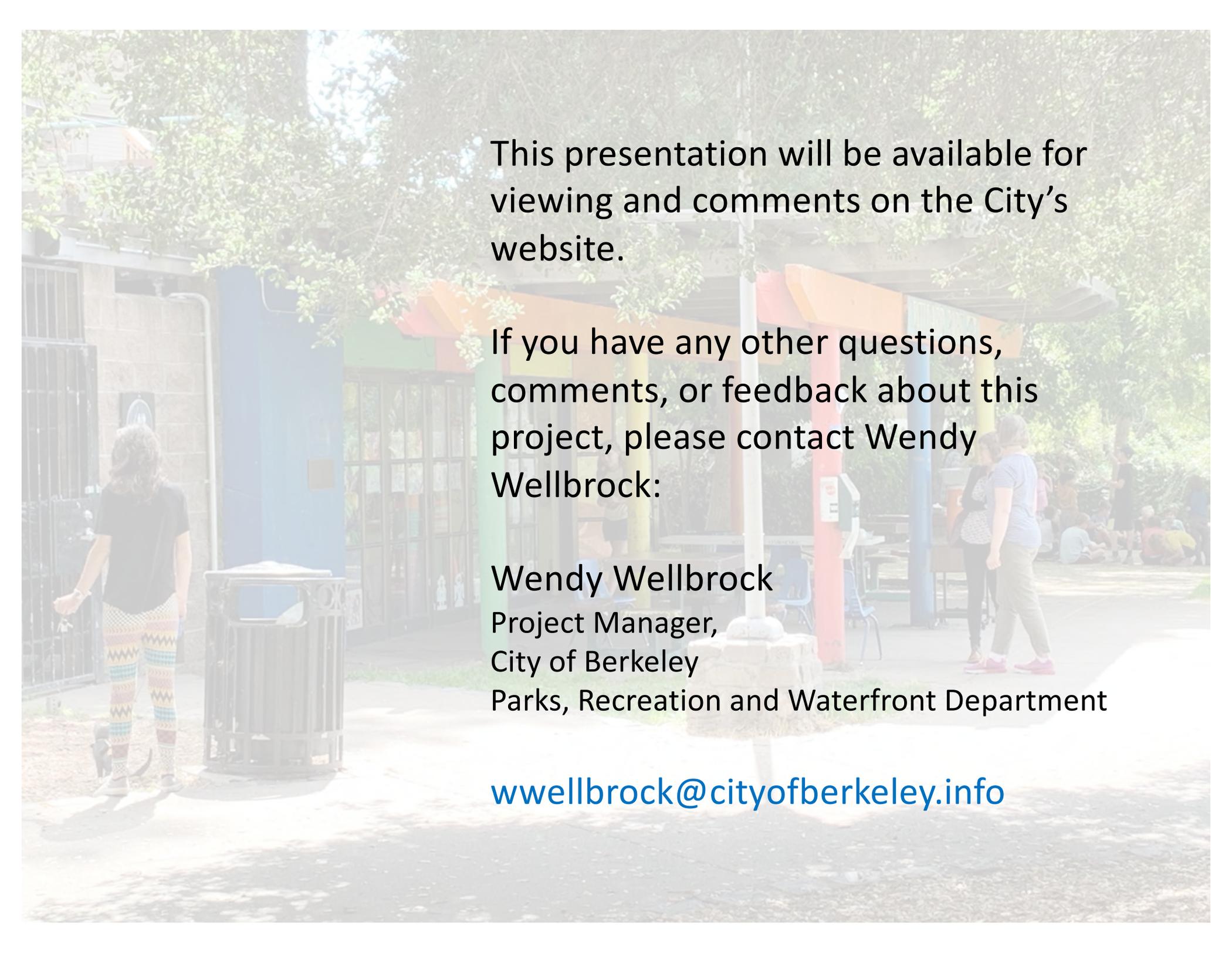
# Possible Future Play Area



Natural Play Area for ages 5-12  
(future phase)

# Timeline and Anticipated Next Steps

2019	Program Development, Site Investigations, and Entitlements
2020	Community Workshops and Conceptual Design
Now	Conceptual Design Review & Kick-off for Project Development
Late Summer 2021	Community Meeting on Project Development & Bldg. Character
Fall 2021	Community Meeting on Project Development
Winter 2021	Final Community Meeting on Project Development (if needed)
Spring 2022	Final Design / Building Permit
Late 2022	Possible Bidding for Construction
Early 2023	Earliest Possible Construction Start



This presentation will be available for viewing and comments on the City's website.

If you have any other questions, comments, or feedback about this project, please contact Wendy Wellbrock:

**Wendy Wellbrock**

Project Manager,

City of Berkeley

Parks, Recreation and Waterfront Department

[wwellbrock@cityofberkeley.info](mailto:wwellbrock@cityofberkeley.info)